



Recycle This! Newsletter

*Newsletter of the Maine State Planning Office, Waste Management & Recycling Program * March 2005*

Legislature Debates Recycling Goal of 50% for Maine



Recent discussion in the legislature centered on the statewide recycling goal of 50%. Why have we, as a state, not only fallen short of our goal but also seemed to be drifting further away?

The answers are many and different speculation may be offered depending upon where in the state you are. It all boils down to the citizens though. How do we truly embrace a system that we know works but must be adopted voluntarily by all of us?

The key has to be with the individual – each and every one of us – to be educated, to be committed, and to incorporate the practice into our ways of life. We can't leave it up to our neighbor – we have to participate as team workers.

Continued Page 3 & 4

Getting the Word Out - Displays

There are common elements that seem to pop up as schools propose their strategies for promoting and encouraging recycling. Many schools and teachers will turn to the recycling education kit and known curriculums for ideas and lessons. The reoccurring poster contest led to the annual Maine Recycles Week poster competition. Another approach often mentioned is a display encouraging “reduce, reuse, recycle” and buying items made from recycled materials. Like most parts of the educational environment, there is always change with the hope that the message did register with those that were exposed to the lesson.

Continued Page 2

Let Me Introduce You to “The Box Lady”

This winter all of the elementary schools in the state were sent another reminder about the message of “Reduce, Reuse, Recycle”. To remind students of the importance of this mission in the communities, a new children's book entitled “The Box Lady” has been distributed along with a personal letter from our state's First Lady, Karen Baldacci. Students with outstanding posters in the 2004 Maine Recycles Week poster competition were invited to a tea at the Blaine House.



Pictured left to right: Mrs. Baldacci; Anne Woodbury, author; and Jeanette Cross, “The Box Lady”.

The occasion and the story celebrate a very special message and very special people. Actually the story in the book is real, and there is also a real story about the book, as there is with all books. Anne Woodbury, author of the book, had sought ways of entertaining her grandchildren and crafted a story from her own experience of being invited to an afternoon tea at a neighbor's place in Brunswick. Not only did Mrs. Woodbury pen a delightful little story with a message, but also added the illustrations to catch the eyes of her family members.

Continued Page 2

MRRA Champions Compost Bin Sales in 2005



The Maine Resource Recovery Association has partnered with the Northeast Recovery Association to continue the popular sale of compost bins. After two years of seeing a steady increase in orders for the bins, the State Planning Office turned to MRRA to take over the coordination of the state compost bin program. Based

on past experience, this year bin orders could hopefully exceed last year's sale of 2,700 bins.

You can obtain information for your own compost bin campaign by contacting the Maine Resource Recovery Association in Bangor at (207) 942-6772 or mrma.victor@verizon.net

Displays

Continued from Page One

Advantages

- May reach far more people than individual presentations.
- Simplifies messages for large audiences.
- Allows for input and refinement.
- May be portable.
- Effectively sells.

Should you now have, or be constructing one, we would like to hear about it at the State Planning Office. If possible, please send digital pictures and let us know about your challenges and successes through the planning, construction, impact and duration of the display.



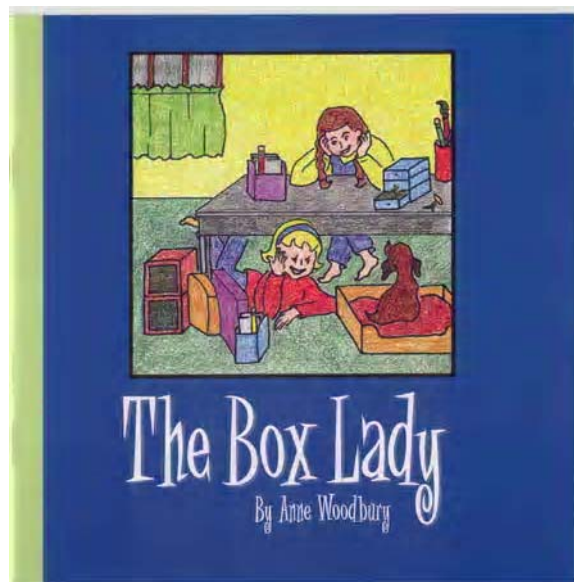
Part of the Recycling Display at Maine Discovery Museum in Portland

The Box Lady

Continued from Page One

As luck would have it, it was not only successful with her family, but also like the story itself passed the word further than anyone could imagine – including finding its way to the State Planning Office.

The story relates a practice of a wonderful lady in Mid Coast Maine to whom the book is dedicated, Mrs. Jeannette Cross. For a number of years, Mrs. Cross has welcomed neighbors into her house for tea and cookies, which was followed by a lesson in the reuse of materials in preparing crafts from discarded materials. The real Mrs. Cross became the star of the story, which focuses on the big challenge that everyone in the waste management and recycling fields faces continuously.



"The Box Lady" Children's Book

As much as an inspiration as it is hoped to be to the children and students of our state, it is hoped that it may also serve as reinforcement and encouragement to all of us directly involved in waste management and recycling, whether you contribute in policy, regulation, operation, committee, or community support.

"The Box Lady" is available from the author. It may be ordered by writing: Mrs. Anne Woodbury, P.O. Box 248, Harpswell, Maine 04079. The cost is \$5 per copy with a \$2 shipping charge. Bulk orders can be arranged separately.

IMPROVING RECYCLING EFFORTS

HELPING RESIDENTS DO BETTER

Recycling is usually provided through municipal programs, but as solid waste managers, how can we increase the volume of recyclables our residents contribute to the local recycling program?

Most recycling programs in Maine recycle the same materials: newspaper; magazines; corrugated cardboard; tin cans; glass; and plastics, such as # 2 HDPE. To help us start changing habits, as well as to encourage more recycling, here are eight suggestions to help residents simplify tasks and increase recycling. These are not new, they are not complicated, but when followed, they will help raise the tonnage reused, recycled or composted - - - which translates into less waste requiring disposal, a goal we all should be striving towards.

Share these tips!!!

1. **The easiest point of interception, and also the best option, is at the point of purchase - - just say NO, and decline packaging whenever possible.**
2. **Rather than throwing out usable containers, reuse them for storage, organizing crafts or nails or other items.**
3. **Install a bin system or some type of system that makes recycling easier for everyone in the household, such as smaller trash cans to encourage recycling.**
4. **Recognize the importance of a routine. Develop the habit of rinsing out containers and sorting out recyclables as a part of every meal's cleanup.**
5. **Make it a family responsibility to recycle.**
6. **Know what your community's recycling program accepts, and strive to keep those items out of the trash.**
7. **Start a backyard compost pile, or use a compost bin, and start small and relatively easily with just coffee grounds and leaves.**
8. **Spread the word about recycling to neighbors and friends, or become active in the community's recycling committee.**



*Northern Katahdin Valley serves 17
southern Aroostook communities
from Dyer Brook.*

Continued on Page 4

IMPROVING RECYCLING EFFORTS

HELPING MUNICIPALITIES DO BETTER

Recycling is part of our waste management services program, but how can we increase the volume of recyclables our residents separate from trash?

Most recycling programs in Maine recycle the same materials: newspaper; magazines; corrugated cardboard; tin cans; glass; and plastics, such as # 2 HDPE. To help us start increasing the tonnage of recyclables we manage, here are eight suggestions for municipalities to increase support of and for recycling. These are not new, they are not complicated, but when followed, they will help raise the tonnage recycled or composted - - - which translates into less waste requiring disposal, a goal we all should be striving towards.

Steps a municipality can undertake:

1. Have municipal officials voice publicly (and often!) their support for recycling and for the people who do recycle.
2. Make recycling easier to do at the transfer station. Use better and more signs.
3. Provide customer relations training to recycling staff, helping them to become strong proponents and appreciative of people who do recycle.
4. Expand education efforts beyond print and school, to include local access cable channels and speaking opportunities.
5. Increase or start outreach to small businesses and encourage them to participate in the recycling program, instead of shutting them out of the system.
6. Work with the schools and provide at least one classroom visit per year, sharing the value of waste reduction, reuse, recycling and composting with students. Do this in conjunction with Earth Day or Maine Recycles Week.
7. Consider municipal ordinance changes that can result in an increase of recycling or improved enforcement of current law.
8. Energize the community's recycling committee with new members or activities.

*Presque Isle serving
9 communities in
northern Aroostook
County.*



HHW on DVD = NO Need 4 SOS

Household Hazardous Waste Collection comes your way from Saco. Sarah Wojcoski the environmental coordinator for Saco, Scarborough, and Old Orchard has produced a DVD on their Hazardous Waste Collection experience suitable to promote the HHW collection on the local cable public access channel. In the video Sarah goes through a home room by room

pointing out what HHW products are in what parts of the home. She also interviews members of the public to drive home the message in this short 8 minute informative message.



While Sarah is new to the Biddeford Saco area, she is familiar to students who visited DEP's Southern Maine Water Festival and other environmental Education events. Sarah may possibly be tackling a video on universal waste in the future. This creative effort was supported in part by the State Planning Office's Waste Management and Recycling Team. The partnership makes the DVD available to communities planning Household Hazardous Waste collection events. If you are holding an HHW collection event this year and would like an informational video to play on your community's public access channel contact Sam Morris at sam.morris@maine.gov or 207-287-8054.

Creative Resource Center



Liam enjoys the re-opening of the Creative Resource Center in Portland

It is with great pleasure, joy, and excitement that we are able to spread the news of the reopening of the Creative Resource Center in Portland. Without missing a beat, the CRC has landed on their feet at 889 Brighton Avenue in Portland. A map on their web site, www.creativeresourcecenter.org, will direct you to their location just off Exit 48 of the Maine Turnpike. Along with a new location, we should see many familiar details while looking forward to many new programs.

When the CRC announced last year that it must close its doors on Forest Avenue in Portland, many people were not only surprised but emotionally stunned. Generations had been accustomed to using the facilities and embarking on many of the adventures promised by time with a craft kit. The new catch phrase is: "Enviro-Art". The latest newsletter describes: community studio sessions; kids' workshops; group workshops; adult art workshops; outreach; and resources. Memberships and sponsorship are available and appreciated.



Behold the Winning MRW 2004 Poster Artists

Front Row (Left to Right): Casey, Hampden, Cover; Jordan, Bangor, Feb.; Shula, New Sharon, Mar.; Malloree, Enfield, Jan.

Second Row (Left to Right): Danny, So. Bristol, Sept.; Megan, Damriscotta, Dec.; Chelsea, Hampden, May; Emily, New Sharon, July; Laura, Friendship, Oct.; Rebecca, Readfield, June; Kelsey, Bangor, April.

Hosted by First Lady, Mrs. Baldacci.

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1-800-662-4545 or 207-287-8934
www.recyclemaine.com

Mark Your Calendar !



Northeast Recycling Council Conference

Hotel Northampton, Northampton, MA
March 22nd and 23rd
Visit and register online www.nerc.org

Earth Day 2005

Everywhere
April 22nd (Some places may celebrate with environmental fairs on the weekend.)
Plan your support and celebration today!

Maine Resource Recovery Association Annual Conference

Atlantic Oaks, Bar Harbor, Maine
May 2nd and 3rd
Contact MRRA @ (207) 942-6772

Symposium on Composting Mortalities and Slaughterhouse Residuals

South Portland, Maine, Sheraton Hotel
May 24 & 25, 2005
Visit www.composting.org for more information